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# AGRICULTURAL MARKETING

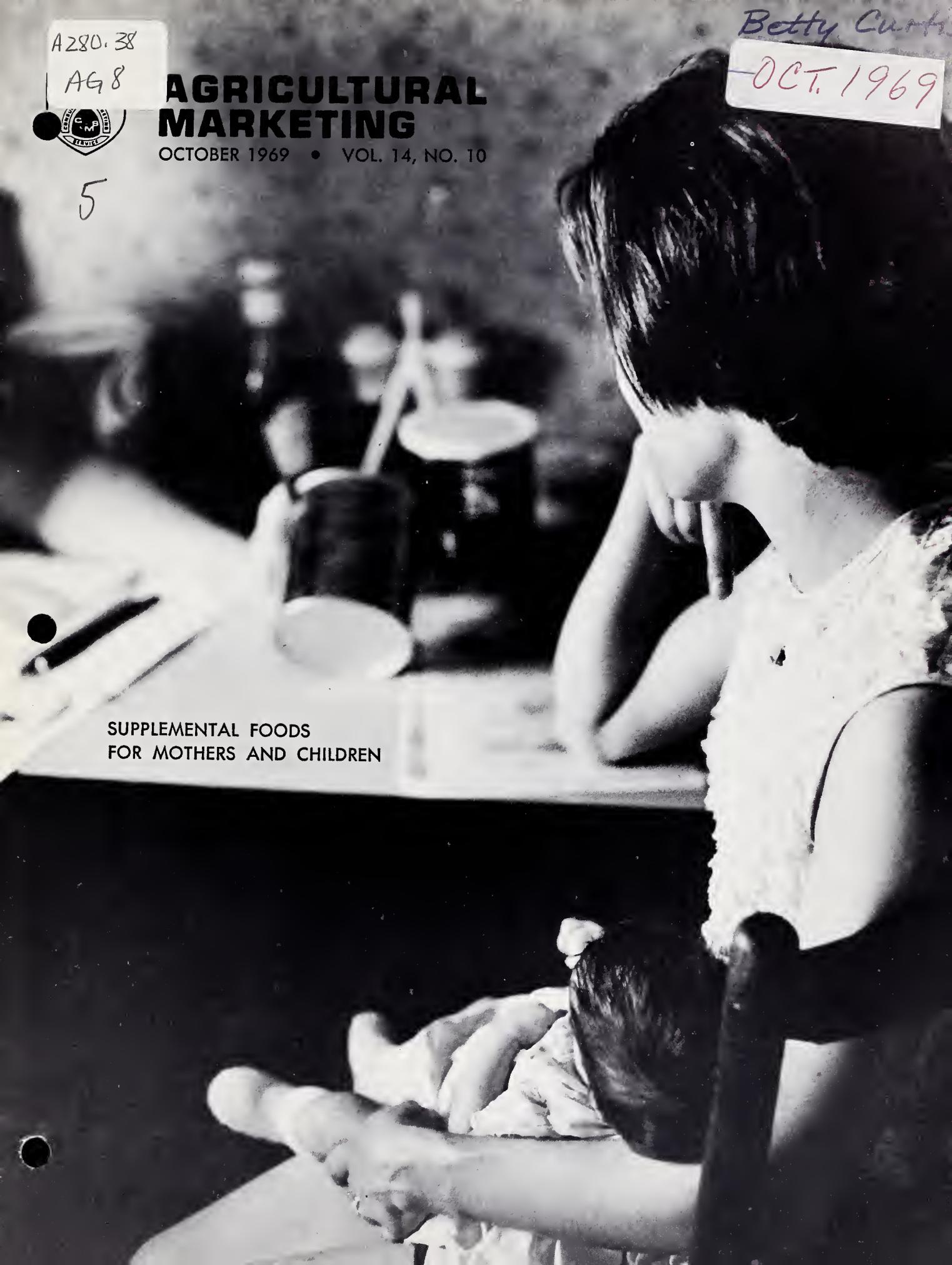
OCTOBER 1969 • VOL. 14, NO. 10

Betty Curtis

OCT. 1969

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SUPPLEMENTAL FOODS  
FOR MOTHERS AND CHILDREN



# **THEY'RE AT THE WHITE HOUSE TO TALK NUTRITION**

**W**HEN SOME 2,500 people from all over the United States gather for the White House Conference on Food, Nutrition and Health the first week of December, their recommendations may affect the food and dietary patterns of every American.

The Conference will propose actions by Federal, State and local governments, by agriculture and industry, and by voluntary organizations that will add up to a positive, viable national nutrition policy.

While a significant portion of the Conference is to be concerned with the food and nutrition problems of the poor, the broad focus is on ways and means of seeing to it that rich and poor alike can obtain fully adequate nutrition from this Nation's food abundance.

Participants in the White House Conference will include representatives of agriculture, food processors and marketers, retailers, the food service industry, educators, women's groups, labor, scientists, medical and health professionals, community action agencies, students, and consumers from all economic levels. They will join with Federal, State and local government officials at the three-day session in developing recommendations on every facet of food and nutrition relating to diets and health.

Since early August, several hundred food and nutrition experts and representatives of a wide range of organizations have been working as members of the 26 basic conference panels to develop recommendations to be reported to the full conference in December.

The scope and outline of the conference is the responsibility of Dr. Jean Mayer, Harvard University Professor of Nutrition and a research scientist, writer and teacher in applied nutrition, who was appointed Special Consultant to the President on June 11, 1969.

The conference deliberations are divided into six broad categories, with varying numbers of panels exploring related issues. Combined, the recommendations will provide answers to the following questions and serve as guidelines for action:

1. How can the Nation keep track of the nutritional health of the population of the United States generally, and the poor specifically?

2. What should be done to improve the nutrition of vulnerable groups—the very poor, pregnant and nursing mothers, children and adolescents, the aging, the sick and those such as Indians for whom there is a direct and special public responsibility?

3. As new foods and new technologies in food production, process-

ing, packaging and merchandising are developed, how can continued wholesomeness, safety, and nutritional value be monitored and what should be done to insure that consumers at all economic levels obtain the greatest amount of nutrients for their food dollar?

4. How can nutrition teaching be improved in schools—from Head Start to medical colleges—and what programs of popular and outreach education are needed to inform all segments of the public about proper food buying and food consumption habits?

5. What should be done to improve Federal programs that affect nutrition, either directly as in the Armed Forces and the Veterans Administration, or indirectly through federally assisted program such as food stamps, commodities, and school lunches?

6. What can be done, voluntarily, by agriculture and the food industry to help the poor and to improve nutrition of consumers?

In addition to the panels, people representing social action groups and health, agriculture and labor organizations have also been meeting in recent months. They are concentrating on developing actions for voluntary organizations on follow-through of the conference recommendations. □

# C&MS Personnel Spotlight on

## Administrator

### Edward J. Hekman



**E**DWARD J. HEKMAN, administrator of the newly organized Food and Nutrition Service, brings to this office over 30 years of broad administration and management experience as a food company executive.

The new agency, as President Nixon said in his message to the Congress, "will permit greater specialization and concentration on the effective administration of the food programs."

"Mr. Hekman's experience in the food industry and his participation in public affairs activities highly qualified him to head this agency which President Nixon directed be established," said Secretary of Agriculture Clifford M. Hardin. Hekman, 55, held various positions within the Hekman Division of the United Biscuit Co., succeeding to the position of president and general manager in 1960. He then directed

reorganization of a group of biscuit plants into the Keebler Company. In 1968 he resigned to assume the post of vice president of Valparaiso University, Indiana.

Mr. Hekman, a native of Grand Rapids, Michigan, served in the U.S. Navy during World War II. Married and the father of four children, he was graduated from Calvin College in Grand Rapids in 1935.

He has served as a trustee and director of the Nutrition Foundation, which was founded by the food industry in the 1940's for research and education in the field of human nutrition.

He also has served as a director of the Grocery Manufacturers of America; as president of the Thatcher Wood Council of the Boy Scouts of America; as a director of the Oak Park YMCA in Illinois; on the board of Lutheran Child Welfare in River

Forest, Ill., and as vice president of the National Association of Manufacturers.

As Administrator of the new Food and Nutrition Service, Mr. Hekman reports to the Secretary of Agriculture through the Assistant Secretary for Marketing and Consumer Services. The Department has transferred to the new service the following functions and delegations of authority from the Consumer and Marketing Service:

Functions administered by the Office of the Deputy Administrator for Consumer Food Programs, Commodity Distribution Division, Food Stamp Division, School Lunch Division, Consumer Food Programs services Staff and the Consumer Food Programs District Offices (except Food Trades Staff functions).

President Nixon announced his intention to create the new service when he said:

"I'm directing the Urban Affairs Council to consider the establishment of a new agency, the Food and Nutrition Service, whose exclusive concern will be the administration of the Federal food programs. I am establishing a sub-Cabinet working committee of the Urban Affairs Council to promote coordination between the food and nutrition programs and other health, education, and anti-poverty programs."

Secretary Hardin described the goals of the new agency as "ambitious and far-reaching." Among those goals are:

1. Encouragement of full participation of those eligible within counties presently having food programs,

2. An expansion of family food assistance programs, either direct distribution or Food Stamp, to all counties and independent cities not now committed to participating in any program, and

3. Better coordination of child and adult feeding programs.

Work of the Food and Nutrition Service is closely coordinated with the work of other Department agencies which can contribute and are contributing to efforts to end malnutrition, particularly through nutrition research and education programs for low-income families. □

# Needy Get Quality Dairy Products

A TALL GLASS of refreshing and nutritious milk is something all parents like to serve their children—after school, after play, or any time.

Milk and other dairy products, in fact, play an essential role in child nutrition—the nutrients they contain are necessary for growth, sound bones and teeth, and good health. Adults, too, need milk and dairy products in their daily diets.

This is why dairy foods—nonfat dry milk, cheese, and butter—have long been included in the list of foods donated to needy families by the U.S. Department of Agriculture. Evaporated milk was added to the list in the summer of 1968 as one of the foods especially selected for donation to families having small children and infants.

These donated dairy products are not only nutritious, but they are also wholesome and of good quality.

Assurance of quality and wholesomeness is provided by the Dairy Division of USDA's Consumer and Marketing Service. Dairy Division inspectors and graders certify the quality of all the dairy products purchased by USDA for donation to needy families. They also develop specifications and standards for the composition of these products as well as for the quality.

For example, dairy inspectors check both the nonfat dry milk and its packaging to make sure they meet the quality specified. The product is checked for moisture, flavor, bacteria count, solubility, and net weight. For added safety, the nonfat dry milk must be packaged under the continuous inspection of dairy inspectors and graders in a plant which has been inspected and approved by USDA.

Donated evaporated milk, fortified with vitamin D, is conveniently packaged in 14½-ounce cans which

need no refrigeration until they have been opened. The product is checked by dairy inspectors for flavor, color, appearance, condition, fat content, and total milk solids.

Process cheese, too, is checked by dairy inspectors and graders for quality, and the processing operation is under their continuous inspection. They also make sure that the packaging is adequate to protect the product and that the label provides the information the recipient needs. Process cheese for donation, packaged for many years in a five-pound loaf, is now being packed in a more convenient two-pound loaf.

Butter donated to needy families must measure up to the standards for USDA Grade AA, A or B, and Dairy Division graders must certify that it does before it will be accepted. Purchases are made only of butter manufactured and packaged in plants inspected and approved by USDA. □

## Armored Trucks Sell Food Stamps

armored trucks for issuing food coupons to program participants in their own neighborhoods.

As a result of cooperative efforts of Los Angeles businessmen, public officials, and private social service agencies, the armored truck service, which provides for both check cashing and food stamp purchasing, makes it easier for more low-income families to buy food coupons. And the service is proving to be efficient, as well as convenient.

United California Bank experimented with an armored truck unit at one housing project to relieve congestion at a local branch bank on the first and 15th of each month. This is when welfare and pay checks are received and most food stamp purchases are made.

The experiment was an immediate success, and the Los Angeles County Department of Public Social Services took over the operation and expanded truck sales to seven housing projects on a scheduled basis.

The Neighborhood YWCA Center at William Mead housing project

took over promotion of truck sales at that location. A group of women were organized to deliver flyers in Spanish and English to each of the 412 families living in the project. The women explained the new service to the families and urged them to participate in the Food Stamp Program if they were not already doing so.

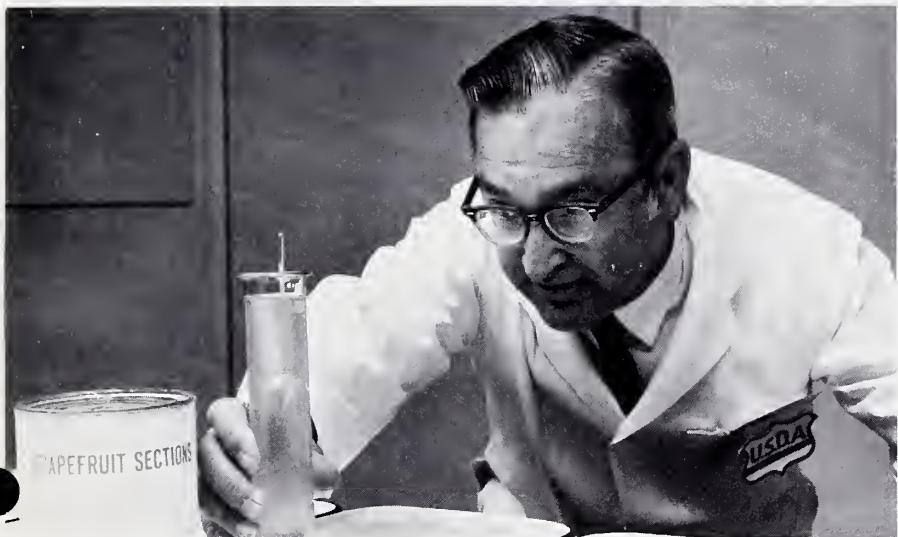
Sally Detra, YWCA director at the project, provides Spanish interpreters to stand by as armored truck guards, check signatures and identification, and cash checks at a small window in the side of the truck. Food stamps are sold at a second window.

On occasion, Miss Detra provides music and refreshments, and the event takes on the air of a neighborhood social affair.

"Truck sales have been a complete success," Miss Detra says, "The convenience is increasing participation in the Food Stamp Program among project residents because they no longer need spend half a day going to the bank." □

# ✓ cuttings give quality guideline

By David Patton



Inspector reads a hydrometer to find out the sirup density of grapefruit sections.

## MENU

Oven Fried Chicken  
Hot Potato Salad  
Stewed Tomatoes  
Whole Wheat Muffin  
Butter or Margarine  
Milk  
Peach Cobbler  
with whipped topping

THAT'S A TYPICAL school lunch that children throughout the Nation are eating now that school has started again.

Fruits and vegetables are important foods in school lunch menus, and there's a good reason why. They are sources of vitamin A and vita-

min C in the diet and they also contribute iron and other minerals and vitamins. School lunch managers know that they can rely on fruits and vegetables for these important nutrients.

Each year the U.S. Department of Agriculture's Consumer and Marketing Service purchases millions of pounds of canned, dried and dehydrated fruits and vegetables to distribute to schools taking part in the National School Lunch Program.

All fruit and vegetable purchases are first inspected for quality by C&MS Fruit and Vegetable Division inspectors at processing plants and warehouses. This is to see that the products meet USDA's specifications for such quality factors as color, appearance, texture and taste. The inspectors also check containers to insure they meet requirements for such specifications as vacuum, net and drained weight, and fill of container.

Then in the Washington laboratory, inspectors, home economists, and other officials review selected samples of what the trade calls a "cutting."

Cuttings provide a comparative display of products acquired by USDA from each of the various production areas. A comparative display is necessary because varietal and other differences may appear among the fruits and vegetables. This occurs because they have been grown in different areas of the country and thus, are affected by climate, soil, and other environmental factors. However, quality of the different varieties must meet all purchase specifications.

During these cuttings, home economists with the National School Lunch Program check both taste and appearance of the fruits and vegetables. By tasting and visually comparing the products, they can tell if the fruits and vegetables will appeal to school children and are suitable for use in the ways intended. For instance, a purchase of canned peaches might be for use in salads or in baked products such as a cobbler.

After seeing and tasting the various products, the home economists might suggest changes for later purchase specifications to make products more acceptable or adaptable to different uses. For instance, they might suggest a different grade for green beans and a change in sirup consistency for apricots to increase their acceptability by children.

During the last school year, cuttings were held for 15 processed fruits and vegetables and related products, bought for the National School Lunch Program: canned peaches, apricots, pineapple, whole kernel corn, tomatoes, tomato paste, green beans, peas, applesauce, sweet-potatoes, grapefruit sections, and dehydrated instant sweetpotatoes, dried prunes, raisins, peanut butter and honey. □

*The author is Head, Inspection Section, Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, C&MS, USDA.*

*Fresh Fruit and Vegetable Inspection:*

# A Federal-State Success Story

By D. S. Matheson

FEDERAL-STATE cooperation in shipping point inspection of fresh fruits and vegetables is still in the honeymoon stage after 47 years.

The romance began in 1922 when Representative John W. Summers of the State of Washington, urged on by his constituents in the industry, pushed through an amendment to the Agricultural Appropriation Act of 1923. He merely proposed that the words "when offered for interstate shipment or" be inserted before the words "when received at such important central markets . . .".

Congressional approval of these six words opened a whole new development in quality inspection of agricultural products by the U.S. Department of Agriculture—shipping point inspection of fresh fruits and vegetables in cooperation with State agencies.

Earlier, in 1918, Congress had passed an act granting authority to the Secretary of Agriculture to establish a terminal-market inspection service. Work on developing U.S. grade standards to describe the quality range of fresh fruits and vege-

tables had begun a few years earlier.

Much credit for the success of Federal-State cooperation in shipping point inspection must be given to members of the industry for their acceptance of this voluntary program. But their favorable reaction may be due to the leadership of Federal and State officials and to the work of thousands of shipping point inspectors. At present, approximately 4,000 inspectors hired by 49 States and Puerto Rico and trained, licensed, and supervised by the Fruit and Vegetable Division of USDA's Consumer and Marketing Service, make up the shipping point inspection service.

Until about 1890, most fruits and vegetables were produced on high-priced lands near large centers of population. The development of long-distance shipping, made possible through improved refrigeration practices, shifted production to cheaper lands farther from urban centers.

Problems accompanied the shift. The late Wells A. Sherman, for many years the administrator of

USDA's fruit and vegetable standardization and inspection work, described the situation:

"The worst abuses which the produce business has ever known grew rapidly and naturally out of the conditions brought about by the universal ice supply and the refrigerator car. The wholesale handler of perishables in the city, whether he was a commission man or buyer, was no longer in personal touch with the grower. The distant grower seldom, if ever, visited the market and usually knew nothing of market prices or of the condition of his goods on arrival except what the receiver chose to tell him."

Sherman also wrote of the quest for "easy money" by unscrupulous growers, shippers, and buyers who infested the industry and preyed upon unwary victims of the system.

This unsavory period in the history of shipping produce demanded immediate action. But how? Since growers, shippers, and buyers in the various States often found themselves without the protection of legal remedies in interstate contract disagreements, experts agreed that the States could not act separately and independently.

Leaders in USDA responsible for inspection work at the time favored issuance of combined Federal and State inspection certificates at shipping points. These certificates, they argued, would carry authority as *prima facie* evidence in Federal Courts.

Opinions differed as to how inspectors employed by the States under cooperative agreements should be given the necessary authority as Federal inspectors. Two possibilities existed—Federal appointment or Federal license.

It was first decided that State-appointed inspectors should also be appointed by USDA at a salary of \$1 per month. This was necessary in order to comply with a ruling that Federal appointments could not be made without compensation. But because many shipping point inspectors are hired for seasonal work only, it was not feasible to process hundreds of appointments and separa-

tions each month.

Other inspection plans used in USDA were studied for a workable approach. None quite fit. Finally, with the aid of the USDA Solicitor, the present plan was conceived—issuing Federal licenses which gave the State-employed inspectors authority to sign certificates under the Farm Products Inspection Act.

Although agreements with the States have varied, certain basic requirements exist. Federal supervisors license the inspectors and are directly responsible for training and supervision in the interpretation of standards, methods of making inspections and certificate writing. Hiring of personnel, collection and disposition of fees, and the like, are left largely to the State cooperating agencies. Inspectors must demonstrate to the satisfaction of the Federal supervisor that they are capable of properly inspecting the products for which they are licensed.

At the beginning of a shipping season of an important crop, the team of Federal and State supervisors assemble both experienced and inexperienced personnel for training in grade interpretations and general procedure. Inspectors are expected to become familiar with all the requirements of the various grades for the product as established by the U.S. standards.

New inspectors usually are given a written examination to determine their grasp of the subject. Even after receiving instruction in such schools, new inspectors are usually assigned to work with experienced inspectors before they are allowed to proceed alone.

An elaborate program of training and refresher training keeps inspectors up to date with changes in marketing practices and grade standards.

This cooperation in Federal-State shipping point inspection has contributed greatly to the change from the chaotic conditions of the early twentieth century to the orderly shipping operations of today. □

*The author is Chief, Fresh Products Standardization and Inspection Branch, Fruit and Vegetable Division, C&MS, USDA.*

# CATTLE BOOM IN TEXAS

THE BIG STATE of Texas is growing bigger and bigger—at least in beef production. Both cattle feeding and beef processing are expanding rapidly in Texas.

An example of the expanding industry was cited recently by an official of the U.S. Department of Agriculture's Consumer and Marketing Service, who visited 11 feedlots within a 40-mile radius southwest of Amarillo. These lots combined had some 300,000 head of cattle on feed. Feedlot expansion is continuing, as reliable reports indicate that 16 new feedlots with individual capacities of 20,000 to 60,000 head are planned or are under construction in the High Plains area.

As of July 1 this year, numbers of cattle on feed in Texas were 60 percent higher than 1968—ranking Texas second in number of cattle on feed in the United States. The present rate of growth indicates another sizable increase likely by July 1970.

A similar expansion is occurring in the High Plains area of Oklahoma, Kansas, and New Mexico. Feed grain supplies are abundant

and additional land is being brought under irrigation to produce more milo and some corn for the expanding cattle feeding operations.

Texas produces more than 10 percent of the Nation's calf crop. USDA estimates that nearly two-thirds of the gain in the calf crop this year will be in Texas. About a 236,000 head increase is expected to occur in Texas out of an anticipated 369,000 head gain in the Nation.

Concurrent with the increased cattle feeding has been a similar increase in new packing plants. One of the largest beef slaughtering plants in the United States was opened in Friona, Tex., about a year ago. Another large plant is under construction at Hereford, and at least three other plants are reportedly planned for this general area in the immediate future.

According to John C. Pierce, Director of C&MS' Livestock Division, the potential growth and development in the High Plains area would require a continuing readjustment of the division's service programs, meat grading and market news. □



# Step to Better Health

EIGHTY PUBLIC HEALTH nurses and a host of private and public organizations are the key to the successful health-oriented food program that opened last April 14 in the city of Nashville and in Davidson County, Tennessee.

Aimed at low-income families, this new program, the Supplemental Food Program, provides extra nourishing food for preschool children and nursing and expectant mothers—groups particularly susceptible to health problems. It is administered by the Metropolitan Health Department for Nashville and Davidson

County, the Tennessee Department of Agriculture, and the U.S. Department of Agriculture.

"We had no problem spotting mothers and children who qualify for the program," said Miss Abbie Watson, nursing director of about 80 public health nurses who authorize distribution of such extra foods as canned milk and corn syrup, baby cereal, juice, canned meat and vegetables. "Each of our nurses has the health records of families that live in the specific area they are assigned. So when the program started, they already had a good idea about which

families could qualify." Miss Watson feels that the food program is a "valuable tool" for her nurses who look after the health needs of the area's low-income families.

By the end of April 1969, the first month of operation, some 1,300 preschool children and their mothers were benefiting from the program, with participation increasing to over 4,100 by the end of July. State and county officials estimate about 12,000 will be receiving the extra food by the end of the year.

The interest in the program is shown by the number of organizations and individuals that are helping it along. The office of Economic Opportunity has promised a grant to pay future administrative costs.

OEO also donated the space for



*A public health nurse, Agnes Grider (left) is welcomed at a low-income home. Eighty nurses authorize the extra food at homes and at the 25 well baby clinics operated by the health department for Nashville and Davidson County. Seated in her own kitchen (top above), a young mother listens to an extension nutrition aide's advice on better nutrition and family-pleasing meals. A mother reads a recipe (above) printed on a donated foods label as she waits for the food to be packed in boxes.*

the first distribution center. Three distribution points are now in operation. Vista Volunteers and Neighborhood Youth Corps workers help out with transportation and work long hours at the distribution centers.

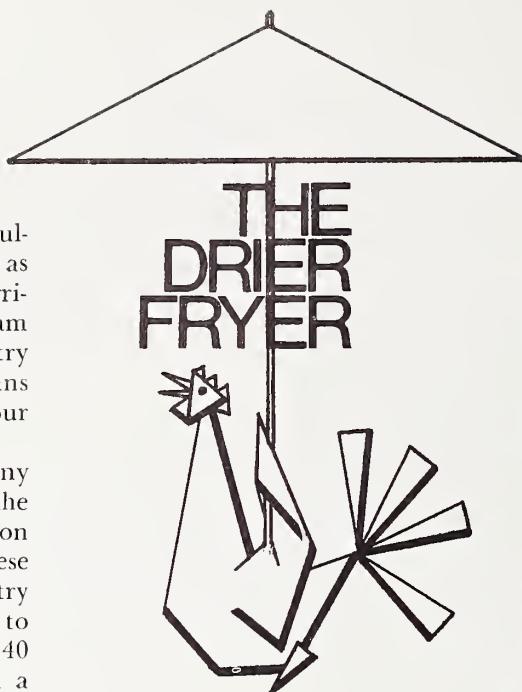
Each mother receiving the extra food also receives information about meal planning and good nutrition from the public health nurses as well as from Extension nutrition aides. The aides, who live in low-income areas themselves, are trained to help their neighbors improve family diets by Extension Home Economist, Nina Whitfield, in the Davidson County Agricultural Center.

Young families are referred to the program by a long list of State, Federal, and private agencies as well as PTA's, churches, and hospitals.

The Tennessee Department of Agriculture has coordinated the efforts of all participating agencies and arranged for delivery of the USDA-donated foods.

Ten other localities in Tennessee have made extra food available to low-income mothers and young children.

Nationally, the program is reaching 134,000 needy persons in 21 States and the District of Columbia (as of July 1969). □



By Sam Traylor

**N**o one wants to buy soggy poultry. And plants that operate as part of the U.S. Department of Agriculture's poultry inspection program are not permitted to produce poultry with excess moisture. This means more meat and less water for your shopping dollar.

The main reason for allowing any moisture absorption comes from the temperature requirements placed on federally inspected poultry. These requirements state that all poultry and poultry parts must be chilled to a deep internal temperature of 40 degrees Fahrenheit or less within a specified time. Most food-poisoning bacteria haven't been capable of growth at temperatures below 40 degrees and the chilling requirements are designed to prevent bacterial growth.

To quickly reduce the internal temperature, clean ice and water must come in direct contact with the carcass. This is necessary to produce a sound and wholesome product for the consumer. Good sanitation requires that birds be thoroughly washed at various stages of processing, making some water absorption inevitable. Further water pickup is also unavoidable during the chilling process.

There are several methods now being used to accomplish the necessary chilling. The "standard chill tank" was the most common method used in the early years of poultry processing. Birds were placed in a large tank and covered with ice and cold water. This type of chilling did an adequate job and gave the least amount of absorption but took a long time to accomplish.

Since some plants in the country are now producing well over 100,000 birds every day, the tank chill method had to be improved. The trend to "continuous chilling" equipment has been on the upswing over the past few years. This equipment operates like a conveyor, using large

amounts of ice and water under pressure to rapidly lower the temperature of the poultry.

Such mechanical chilling offers many advantages for the consumer and poultry processor. It provides a better means of preserving wholesomeness and shelf life and allows for continuous processing techniques that were never before possible.

With continuous chilling, live birds can be unloaded at the dock, slaughtered, and cooled to 40 degrees in less than one hour. The tank chill alone takes much longer to accomplish and requires more space for holding purposes. Some processors still use the tank method and contend that the aging process makes the birds more tender.

Before the large-scale use of continuous chillers, absorption tolerances were determined by USDA's Consumer and Marketing Service on what was considered good, sanitary commercial operating procedures. Since the tank chill gave the least moisture absorption possible, the tolerances were based on data from that method. Water absorbed is to be limited to only the amount necessary for processing. Tolerances were not changed because of continuous

chilling equipment. Handling procedures such as dripping and draining had to be used to keep the moisture within the prescribed limits.

The tolerances established at the plant before shipping vary from 4.3 percent to 8 percent depending on the type of bird, method of packing, and whether they are fresh, frozen, or cooled. This variation of percentages is due to the differences among species of poultry. Moisture absorption is directly related to the weight of the bird; the heavier the bird, the less moisture it will absorb. Lighter birds are generally younger and more tender and will naturally absorb a greater percentage of moisture.

Some poultry, such as "ice-packed" chicken, is allowed to be shipped with up to a 12 percent moisture content. These birds must be shipped and packed in boxes with adequate drain holes and must "weep" or lose moisture to bring the birds back to within the required tolerance level before consumption.

The job of controlling the moisture content of poultry lies with 14 moisture control inspectors who establish systems with the plant management. These systems must result in wholesome poultry with proper moisture levels.

The systems are based on statistically sound random samples of from 200 to 1,000 birds. After the proper system is established, each phase must remain the same. The everyday inspection and operation of the procedure is then left to the resident inspector at the plant.

These moisture control procedures help assure the Nation's consumers that their shopping dollar will buy what they expect—a drier fryer—free from excessive and unwanted moisture. □

*The author is a staff officer, Operations Branch, Slaughter Inspection Division, C&MS, USDA.*

# **new facilities for grain grading's "SUPREME COURT"**

THE BOARD OF APPEALS and Review, the supreme court of grain grading, has just completed a modernization program that will help it serve the grain trade more effectively.

Established in 1916, the board interprets the standards for grain and related commodities, including rice, peas, beans, and lentils, and performs appeal inspections upon request of applicants. Located in Beltsville, Md., just outside Washington, D.C., the board is part of the Grain Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

Some of the improved facilities include more delicate scales for weighing samples, faster calculators for computing percentages of moisture and other factors, larger cabinets to hold, display, and file samples, new laboratory tables, and special uniform lighting which simulates daylight. The improved facilities also include a classroom for training field office supervisors. Of some 30,000 appeal gradings requested each year by buyers and sellers of grain, most are settled in the field. About 100 appeals go to the board for a final ruling. □



*The board and some of its members are hard at work. A member in foreground is separating foreign matter from kernels of grain—a factor in determining grade.*



*Grain specialist (above) uses the moisture meter to determine amount of moisture in a sample while an instructor (below) in the board's new classroom for supervisors and trainees points out a grading defect.*



# Off Press

## "You're in Good Company"

THE U.S. DEPARTMENT of Agriculture will soon publish a new brochure for low-income families who participate in the Food Stamp Program giving helpful hints on how to use food stamps effectively to get more nutritious diets.

Entitled "You're in Good Company—Millions of Americans Use USDA Food Stamps," the brochure will be distributed by USDA to many regional, state, and local offices, and food stamp participants in many areas across the country.

The brochure is designed to welcome food stamp customers to the program as well as to remind participants about the benefits to their families of regularly getting and using food stamps.

In addition, the publication gives illustrated practical suggestions on using and handling food stamps.

Food stamp users are encouraged to buy food coupons regularly, so their families will have the means of getting an adequate diet each month. Also, participants are urged to count their coupons when they get them, sign their coupon books, and not detach the coupons until paying for food items at the checkout counter. They are reminded that food coupons can only be used for buying food items, with the exception of certain imported foods.

The booklet suggests separating food items at the checkout counter that will be paid for with food coupons from products that will be paid for with cash. Proper procedure for receiving change when using food

coupons is also outlined.

To provide help to participants on food buying and menu planning, various basic tips are included for smart grocery shopping and nutritious meals.

The new brochure will be available to local welfare departments for distribution to new food stamp customers and will also be offered to other public and private agencies who work with food stamp families.

Groups or individuals interested in the publication should contact Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. □

about these voluntary services should ask for Marketing Bulletin 48 (MB-48), "Dairy Inspection and Grading Services." Send postcard requests to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Don't forget your ZIP code. □

## "Jimmy Has More Fun"

A NEW BOOKLET released by the U.S. Department of Agriculture uses words and pictures to show families how and why they may get USDA-donated foods. Its title "Jimmy Has More Fun."

Public and private groups working to eliminate hunger in America may find this illustrated booklet useful in describing the Commodity Distribution program to those who need food help.

The theme is based on the story of how one recipient of donated foods helped a neighbor find out how to participate in the program. The message is simple and to the point.

Copies of this publication may be obtained by writing to the U.S. Department of Agriculture, Consumer and Marketing Service, Information Division, Washington, D.C. 20250 or to the following:

Consumer Food Programs,  
FNS, USDA  
1795 Peachtree Road, N.E. Room 302  
Atlanta, Georgia 30309

Consumer Food Programs,  
FNS, USDA

536 S. Clark Street  
Chicago, Illinois 60605

Consumer Food Programs,  
FNS, USDA

## "Dairy Inspection and Grading Services"

HOW THE U.S. Department of Agriculture can help dairy plants manufacture products of uniformly high quality is told in a publication recently issued by USDA's Consumer and Marketing Service.

The 16-page, illustrated publication, "Dairy Inspection and Grading Services," describes the four kinds of voluntary services offered to the dairy industry on a fee-for-service basis by C&MS' Dairy Division—plant surveys, inspection and grading, laboratory service, and in-plant resident grading.

Dairy products inspected and graded under the service include butter, Cheddar cheese, nonfat dry milk, sour cream, cottage cheese, and process cheese.

Anyone interested in learning more

26 Federal Plaza, Room 1611  
New York, New York 10007  
Consumer Food Programs,  
FNS, USDA  
Merchandise Mart  
500 S. Ervay Street, Room 3-127  
Dallas, Texas 75201  
Consumer Food Programs,  
FNS, USDA  
630 Sansome Street, Room 734  
San Francisco, California 94111 □

## New Informational Materials

HERE IS THE QUARTERLY listing of new informational materials issued by the U.S. Department of Agriculture's Consumer and Marketing Service:

MB-47, *USDA's Acceptance Service for Meat and Meat Products*; SB-437, *Federal Milk Order Market -1968 Annual Summary*; SB-443, *Fresh Fruit and Vegetable Prices-1968*; MB-48, *Dairy Inspection and Grading Services*; and PA-912-S, *The Good Foods Coloring Book* (Spanish version).

Single copies of these publications are available free from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title, and include your ZIP code.

Also available free are these publications from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250:

C&MS-67, *Jimmy Has More Fun* (illustrated book); C&MS-75, *Questions and Answers about the Federal Seed Act*; C&MS-76, *You Can Help Fight Hunger—Donated Foods Volunteer Handbook*; C&MS-77, *You Can Help Fight Hunger—Food Stamp Volunteer Handbook*; TOB-46, *Tobacco Stocks Report as of April 1, 1969*; TOB-LA-13, *Light Air-Cured Tobacco Market Review*; PMG-6, *Broiler Marketing Guide*; and poster, *Include These Foods in the Lunch Each Day* (revised; also available in Spanish). □

## Mohair Standards

THE DEVELOPMENT of grade standards for mohair and mohair top has received an encouraging boost from The Mohair Council of America. The council has recently approved the use of \$45,000 to assist the U.S. Department of Agriculture's Consumer and Marketing Service in developing such standards.

The money will be used as a revolving fund to purchase grease mohair and pay the cost of processing it into finished mohair top. The top and by-products, once tested, will then be sold and all proceeds returned to the council.

C&MS' Livestock Division Wool Laboratory in Denver will conduct tests on the mohair and the mohair top. It will study the fineness and variability of the fibers and make comparisons between the mohair top and the grease mohair.

These tests should add considerably to the present knowledge of mohair and help in the development of the U.S. standards for grades of mohair. □

## Big Apple Harvest Rolls to Market

THE NATION's biggest apple crop in 10 years is now rolling to market.

The U.S. Department of Agriculture's Consumer and Marketing Service reports this is good news for all ages of consumers. Apple pie has often been called America's favorite dessert. There are almost endless menus which can highlight apples—cobblers, apple strudels, baked or stewed apples or apple sauce, fruit salads, and that special attraction, eating apples by hand.

This year's overall harvest is estimated at 6.6 billion pounds—21% over last season's. The leading apple-

producing States this year are Washington, New York, Michigan, California, Pennsylvania, and Virginia.

Washington's crop is estimated at 1 billion, 550 million pounds, 525 million above last year; New York, 925 million, 95 million pounds above 1968; Michigan, 650 million lbs., up 95 million from the previous season; Pennsylvania, 510 million, up 120 million; Virginia, 485 million pounds, up 72 million. But California, with 520 million pounds, shows a decline of 100 million lbs. from last season. □

## OCTOBER IS CO-OP MONTH

PROGRESS THROUGH People" is the theme of the 6th annual observance of Co-op month, sponsored by the Farmer Cooperative Service of the U.S. Department of Agriculture, national co-ops, and the Food and Agriculture Organization of the United Nations.

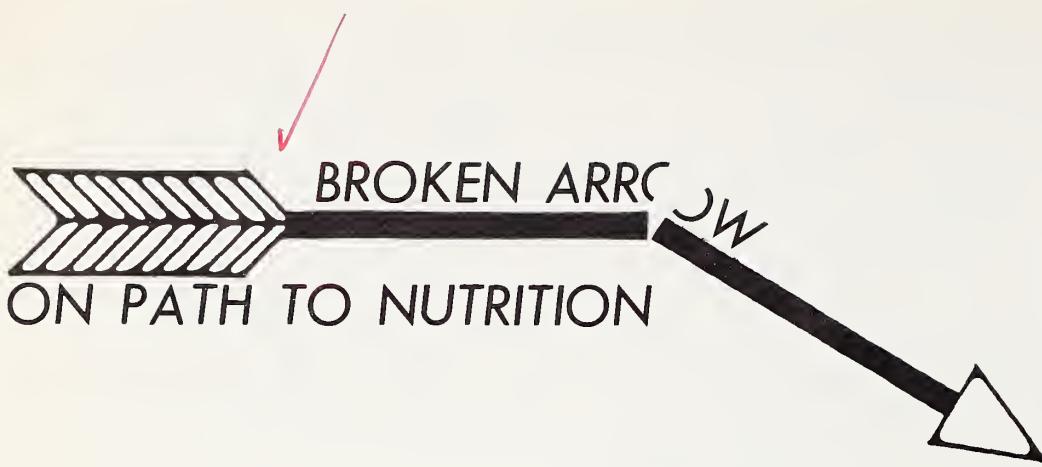
The month starts with a kick-off day in Washington, D.C. followed by a 2-day conference for rural co-op leaders, who will discuss how co-ops and the Federal Government can better meet the needs of rural America. □

## PLENTIFUL FOODS FOR OCTOBER

OCTOBER SHOPPERS have a wide range of tasty foods to choose from, according to the Consumer and Marketing Service's Plentiful Foods list.

Apples from this year's record or near-record crop headline the list. The fresh pear harvest will run about 16% greater than last year's. Canned peaches are on the list, too, since canners' carryover stocks, plus this year's pack of clingstones, have rung up a record.

Always-popular broiler-fryers will be plentiful, along with dry split peas and rice. Potatoes will be in heavy supply in all parts of the country. □



**“S**NACKS AND POP! Is that all youngsters eat?” exclaimed Sue Trimble, school food service director, when she saw the facts revealed by the Oklahoma Food Habit Survey. This survey underscored a serious health problem—*malnutrition*—worse among girls than boys.

How can malnutrition develop in a community like Broken Arrow, Oklahoma, a community of about 10,000 people on the Southeast edge of Tulsa, where most families have enough money to buy the food they need?

Too many youngsters have the freedom and money to choose what they want to eat, according to Norval W. Baldwin, superintendent of schools, who is just as concerned about the eating habits of students as he is about their study habits.

“How can you separate the two?” he asked the school board in recommending a three-year pilot nutrition study.

Recognizing the nutrition work already done by Mrs. Trimble and her school lunch staff, school officials asked her to handle the program. Vocational home economics teachers worked with her.

“Our basic concept focused on the school cafeteria as a laboratory where good nutrition could be learned by eating meals based on the Type A lunch pattern recommended by the U.S. Department of Agriculture,” Mrs. Trimble explained. Broken Arrow schools participate in the National School Lunch Program, which is administered by USDA’s Consumer and Marketing Service.

She observed that children with the best eating habits came from rooms with teachers who encouraged their students to eat in the school cafeteria and set an example by eating there, too.

If other teachers knew the “why” of eating, would they be motivated to do likewise? To this end, the most important element of the pilot study became a course in basic nutrition.

Since children learn their eating habits early, the nutrition course was limited to elementary teachers the first year it was offered.

Several teachers admitted that they had never given the school lunch program much thought until they took the nutrition course and found what the USDA Type A lunch means in terms of nutrients. Many then become so interested that they now teach a little nutrition in whatever they are doing.

The nutrition course caught hold in the high school too. After taking the course, the high school principal said that every teacher should be able to include some nutrition in the classroom work.

Gerald Duke, science teacher and popular student counselor, used white rats in a feeding experiment to show how food can affect the color of eyes, the quality of fur, the condition of skin and the disposition of the animal.

With so many teachers and students discussing nutrition, parents soon became interested and were encouraged to take a special course in nutrition that the school was offering. After taking this course, one

mother remarked that she now tries to follow the USDA Type A lunch pattern in planning her own meals.

Since Broken Arrow started this 3-year pilot nutrition study about 50 teachers and 30 parents have taken the nutrition course.

In her report on the pilot nutrition study, Mrs. Trimble listed these results that point out the impact these teachers and community leaders have had on the entire community:

- More students—80 percent of the daily attendance—were eating the USDA Type A lunch. This was an increase of about 10 percent over previous student participation.

- More empty plates were coming to the dishwasher—only about a gallon of waste for each 100 students. This was a decrease of about 40 percent in plate waste.

Other schools can use USDA’s National School Lunch Program to develop a nutrition program just as effective as Broken Arrow’s, according to Frances Dobbins, the national nutritional director of the American School Food Service Association as well as a school lunch consultant for Oklahoma. She listed these ground rules to follow:

1. Get a broad-based group in the community to identify the nutrition problem and develop a plan to tackle it.

2. Enlist the full support of school board, superintendent, principals, teachers, and community groups such as PTA.

3. Develop a dynamic program to motivate teachers and parents to include nutrition education in their daily contacts with youngsters. □

✓  
**kids**

# eager to eat nutritious food

**C**AN YOU IMAGINE nursery school children eating everything on their plate at lunchtime—a plate that features baked liver and includes spinach as a vegetable? You don't need to imagine if you visit the children at the Congress Park Day Care Center in Washington, D.C.

These youngsters not only are eager eaters, but they are also students of nutrition, food production and processing, who have fun while they're at it. Nutritionist Edith Harris builds weekly menus for the centers to include a nutrition lesson. In one lesson Mrs. Harris carved up and served a fresh, whole pineapple

while discussing with the children the production, uses and food value of this fruit. These youngsters are typical of some 100,000 pre-schoolers in over 1,500 day-care centers around the country taking part in USDA's new Special Food Service Program for Children.

When the roll is counted for both preschoolers in year-round programs and the summer recreation programs throughout the Nation, more than 300,000 youngsters enjoy some combination of nutritious breakfast, lunch, supper and tasty meal supplements at day-care centers and playgrounds.

A director of a day care association in Fort Worth, Texas, that sponsors four centers with an attendance of 146 children notes the increased morning alertness of the children since they have been receiving a breakfast, lunch and mid-afternoon supplement. A mother said her physician asked who was feeding her children. He had noted they were in much better health than they had been on former visits.

A typical lunch menu contains "porcupine" meatballs in tomato sauce, carrot coins, steamed cabbage, pineapple pudding with maraschino cherry, biscuit, butter and milk. Another is fish sticks, fluff potatoes topped with grated cheese, baby beets, fruit lime jello, hot rolls, butter and milk. Examples of menu items are Beef Wellington, baby cabbages, beef au jus, blushing pears, surprise muffins (cherry or other fruit dropped in a muffin cup before adding batter), magic cobbler and

tuna boats.

USDA's Special Food Service Program for Children is a three-year pilot program, authorized by a 1968 amendment to the National School Lunch Act. It is a concentrated effort to assist in feeding both preschool and school-age children. The goal is simply to safeguard the health and well-being of the Nation's children.

The director of a day nursery—the center visited later by Mrs. Nixon on her trip to the West Coast area to view volunteer efforts—gave a favorable report of the program.

"The expected benefits have been from the added foods, meat, fresh fruits, vegetables, and whole milk that have done so much to make meals more attractive and nutritious for the children. They are responding with good appetites. A high percentage of the children are from low-income families and we believe the well-balanced meals they are able to have at the nursery will give them a good start both physically and mentally. For this we are very grateful."

Public and nonprofit private institutions may apply for this program. Prospective institutions include day-care centers, settlement houses and recreation centers that provide day-care for children from low-income areas or from areas with many working mothers. Summer day camps and similar recreational summer programs may apply.

Participating child-care centers may receive cash reimbursement from Federal funds for food purchased up to a maximum rate of 15¢ for each breakfast, 30¢ for each lunch or supper, and 10¢ for supplemental food served between meals. They also may receive financial help to buy or rent necessary equipment, USDA-donated foods, depending on the amounts and kinds available, and technical assistance and guidance to establish and operate a program.

Interested persons or groups may contact the State Educational Agency in their capital city, the appropriate USDA Consumer Food Programs District Office, or the U.S. Department of Agriculture, Consumer and Marketing Service, School Lunch Division, Washington, D.C. 20250. □



OFFICIAL BUSINESS



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## COVER STORY

Supplemental foods provide a step toward better health in Nashville. See story on page 8.



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